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Mike Purcell Joins StrategyDriven Power & Utilities Advisory Services Practice

Senior industry leader adds hands-on management and operational experience to StrategyDriven's Power & Utilities focused Advisory Services practice.

Atlanta, Georgia (December 9, 2015) – Mike Purcell has joined the Advisory Services group of StrategyDriven Enterprises, LLC as a member of its Power & Utilities practice.

A seasoned Energy Industry executive, Purcell has more than 30 years of experience in nuclear and fossil generation management including nuclear oversight, quality assurance, engineering, performance benchmarking and improvement, and training and leadership development. He possesses extensive regulatory and licensing experience associated with U.S. Nuclear Regulatory Commission IP95001, 95002, and 95003 inspections, power plant license renewals and amendments, and extended power uprates.

“We are thrilled to have Mike join our StrategyDriven Advisor Services Team,” said Nathan Ives, StrategyDriven Advisory Services Practice Leader. “Increasing demand for clean, affordable electricity combined with an aging infrastructure, retiring workers, growing regulations, rising capital costs, and intensifying budget pressures challenge utility executives and managers now more than ever. We are fortunate to have an industry professional of Mike’s caliber to help our Power & Utility clients meet these challenges. His hands-on knowledge and experience in performance improvement, regulatory inspection readiness, license renewals, and power uprates will be a great asset to our team”

StrategyDriven offers a full range of services through its Advisory Services practice. StrategyDriven Advisory Services provides asset management, risk management, talent management, cyber security, performance benchmarking and improvement, and data analytics services to many of the world’s largest Power & Utilities Industry companies.

“Improving operational safety, reliability, and efficiency is the foremost challenge facing today’s utility leaders,” said Purcell. “As such, we advise our clients on the global industry’s operational best practices that concurrently enhance performance in all three of these areas.”

Prior to joining StrategyDriven, Purcell held several senior management positions at the Tennessee Valley Authority (TVA) where he led the nuclear oversight, quality assurance, and training functions. Purcell also headed several organizational effectiveness and nuclear safety culture assessments and regulatory recovery initiatives.

Purcell holds a Bachelor of Science degree in Mechanical Engineering from Tennessee Technical University and a Master of Business Administration from the University of Tennessee at Chattanooga. He is a licensed as a Professional Engineer by the State of Tennessee.

About StrategyDriven

StrategyDriven provides executives and managers with the planning and execution advice, tools, and practices needed to create greater organizational alignment and accountability for the achievement of superior results. We believe a clear, forward-looking strategy, translatable to the day-to-day activities of all organization members, is critical to realizing success in today's fast paced market environment. Not only does a compelling, well-executed strategy align individuals to common goals, it ensures those goals best serve the company's mission.

At StrategyDriven, our seasoned business leaders deliver real-world strategic business planning and tactical execution best practice advice – a blending of workplace experience with sound research and academic principles – to business leaders who may not otherwise have access to these resources.

StrategyDriven refers to the family of organizations comprising StrategyDriven Enterprises, LLC. For more information, please visit www.StrategyDriven.com.

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